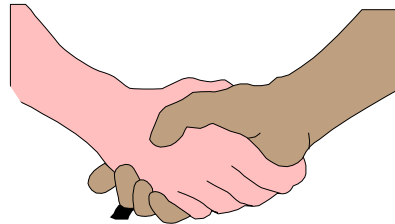


Marketing Yourself

Module 6



Objectives

At the end of this Module, you will be able to:

Network.

Conduct an informational interview.

Use effective telephone skills.

Career Catalog

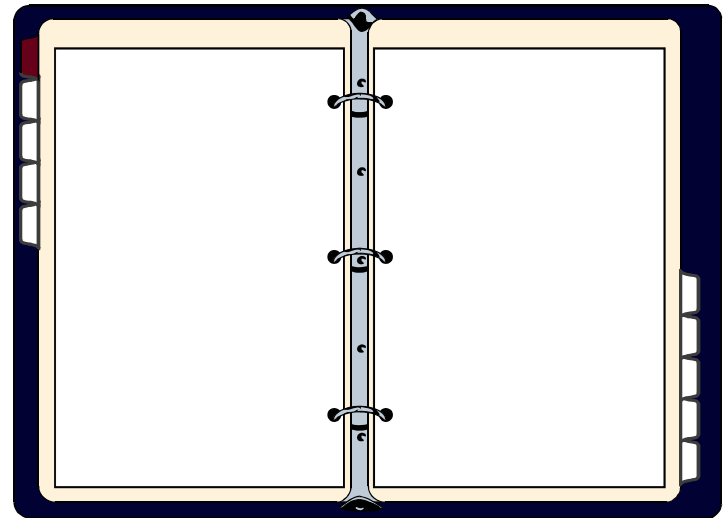
Contains information throughout your job search years:

Work Experience

Personal Identification

Education and Training

Security Clearance Info



Thirty-Second Commercial Exercise Steps

Complete the worksheet in the
Participant Guide

10 minutes

Present your commercial

Purposes of Networking

To learn about your field

To find out what skills are needed for specific jobs

To learn about relevant courses or training programs

To find out about relevant associations/societies

To learn about employment opportunities

Network Categories

Business and professional

Personal

Support



Generational Networking

Coworker — first generation

Coworker's mother — second generation

Co-worker's mother's marketing director —
third generation



Informational Interview Guidelines

Attempt to interview an experienced person

Dress appropriately

Know your skills and work preferences

Research field of interest

Ask open-ended questions

Take notes

Never ask the person for a job

Send a thank-you letter

Telephone Skills

Write a script

Begin the conversation by introducing yourself

If given a referral, name the person who referred you

Mention that you need only 10 minutes of the person's time

Give a brief description of your background

Use a friendly tone of voice

Speak at the same rate as the other person

Ask the most important questions first

Thank the person for the time



Techniques for Getting Past the Gatekeeper

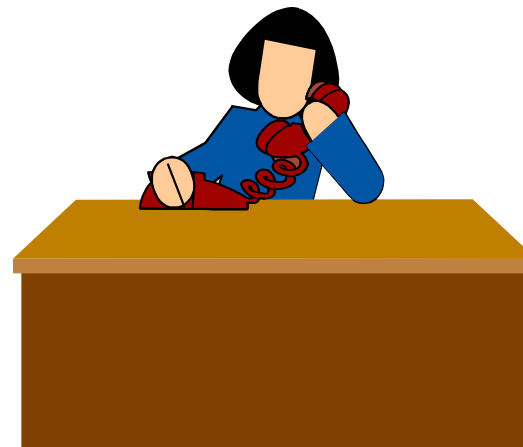
Be courteous and speak clearly.

Mention information you know about the organization.

Mention you want additional information.

Be willing to speak with the manager's assistant.

Call at specific times.



Summary

In this module you:

Learned networking as an effective method of gaining career information

Covered insightful questions to ask at informational interviews

Conducted an informational interview

Discussed effective telephone skills